DOCUMENT RESUME

ED 385 322 JC 950 395

AUTHOR Fares-Rivera, Rabab; And Others
TITLE The Global Marketplace in the Twenty-First Century: The Community College's Role.
PUB DATE Apr 95
NOTE 53p.; Paper presented at the Annual Convention of the American Association of Community Colleges (75th, Minneapolis, MN, April 22-25, 1995).
PUB TYPE Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160) -- Speeches/Conference Papers (150)

EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS *Community Colleges; Economic Development; Institutional Role; *International Trade; Labor Needs; *School Business Relationship; Tables (Data); Two Year Colleges; Urban Demography; *Vocational Training Centers

ABSTRACT

A study was conducted to assess El Paso Community College's (EPCC's) role in serving the educational needs of its multi-racial, economically diverse border area community. Uniquely positioned on a rapidly expanding industrial corridor, EPCC's constituency is quickly changing in size, demographics, and academic needs. To determine the current needs of its varied constituents, and to predict future trends, EPCC mailed surveys to 1,000 residents in nearby counties and to 1,300 area high school seniors asking both demographic and academic questions. Questionnaires were returned from 82.5% of the polled high school seniors (n=853) and 17.5% of the polled residents (n=181). Results were as follows: (1) the majority of respondents were Hispanic (71.8%); (2) 79.7% of respondents had either attained a high school diploma or the equivalent; (3) 55.5% of respondents reported a total annual family income of under $20,000; (4) the most popular fields of study selected by the respondents were computer and information services, health occupations, and education. The community survey instrument and 18 data tables and charts providing demographic information are included. (KP)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED 385 322

COLLEGE SHOWCASE

El Paso, Texas

The Global Marketplace in the Twenty-First Century: The Community College's Role

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
☒ This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

By

Rabab Fares-Rivera
Arturo Flores
Georgia L. Sinclair

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
R. Fares
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)"

BEST COPY AVAILABLE

A Paper Presented At the 75th. Annual Meeting of the American Association of Community Colleges
April 22-25, 1995 Minneapolis, Minnesota

JC 950 345

EMPLOYMENT AND EDUCATIONAL NEEDS OF THE LOCAL BORDER AREA

El Paso, Texas/Ciudad Juárez, Chihuahua

El Paso, Texas and Ciudad Juárez, Chihuahua are uniquely positioned between the major markets of Los Angeles, Houston, Denver, Chihuahua, and México City; yet this geographic location has also served to isolate the region from both state and national capitals in the United States and México. Because both communities are distant from their legislatures, the two have developed an interdependent economy and infrastructure.

El Paso's economy is primarily comprised of four sectors. (a) trade, (b) services, (c) government, and (d) manufacturing. The trade sector employs 53,700 people which comprises 24.2% of the community's civilian labor force. Although El Paso leads Texas in job creation, its population growth outpaces job development growth and also surpasses the State's.

Combined, El Paso/Ciudad Juárez have the busiest and largest port of entry along the United States-Mexican border. Approximately 1,600 truck loads of merchandise cross northbound daily between the two cities. There are about 320 twin plants (maquiladoras) operating in Cd. Juárez and all maquiladora production is exported to the north. Commercial exports from El Paso, Texas into México account for approximately 32% of all business transactions. Although NAFTA will take 15 years to be fully implemented, changes in trade regulations are occurring constantly and information has to be updated in order to stay current. Such information, if taken advantage of, would result in the following:

1. Improved environment and infrastructure
2. Increased overall market share and sales
3. Better utilization of excess production capacity, technology, and experience
4. Ameliorate seasonal fluctuations in domestic sales and improve business profitability
5. Improved knowledge of international manufacturing and marketing, thus enabling further opportunities for foreign joint-ventures and/or foreign investment.

Area Population

Located in west Texas, at the convergence point of three states and two countries, El Paso is closer to the capitals of five U. S. and Mexican states than to its own state capital of Austin. The combined population of El Paso City and County exceeds 600,000[1]. Coupled with the two million inhabitants of its sister city, Ciudad Juárez, Chihuahua, México, as well as the residents of Las Cruces, New Mexico and its surrounding area, the El Paso/Juárez interplex approaches three million people. This is, in essence, the service area of the El Paso County Community College District (EPCCCD).

El Paso has enjoyed a two and a half percent population growth each year over the last decade, making it the fourth largest metropolitan area in Texas and 22nd. largest in the United States. Only three other metropolitan statistical areas in Texas showed more than a two percent population growth between 1987 and 1988 and they were also located along the United States/México border. This population growth has brought about a large infusion into El Paso's labor market and has also contributed to double digit unemployment.

---

[1]Source: El Paso City Planning Dept. Population estimates through December 1993.

The vast majority of El Paso's residents is *Hispanic* (69.6%), followed by 25.6% *white*, 3.5% *black*, and 1.4% *other*. According to the city's Planning Department, over 75% of the general population on the U.S. side of the border speaks a language other than English at home.

Employment

Census figures show that over the last 10 years El Paso has created jobs at an annual rate of 3.4 percent, faster than the state average. Over the same period, El Paso's manufacturing employment has been growing at more than 2.5 percent annually. El Paso's service industry has seen the healthiest growth since 1983, at 6.9 percent a year. This sector's growth is derived from the changing manufacturing environment on both sides of the border.

Maquiladoras

Maquiladoras employ about 130,000 Mexican nationals in approximately 320 plants in Juárez. From 1988 to 1990, the number of maquiladoras in Juárez expanded by 13 percent. About 10,000 El Pasoans are employed in El Paso operations related to maquiladoras, while approximately 1,500 managers, engineers, and technicians live in El Paso and work in Juárez maquiladoras. In 1991 over 1.5 million square feet of additional and new construction related to maquiladoras took place, and in the two years previous to that, more than 3 million square feet of new Maquiladora facilities were constructed. El Paso has received a number of new plants as a result of the maquiladoras. In just three of those operations, El Paso gained more than 350 jobs and $1.5 million in tax revenue.

In response to the needs of the twin plants and other industries, El Paso Community College is providing the training, education, and exchange of technology that enable area industries on both sides of the border to reach beyond the old products of capacitors, resistors,

motors, vacuum cleaners, and water heaters into high-tech products such as fiber optics and plastic injection molding, as well as processes such as environmental development.

Transportation

Through the growing transportation network extending from the area, a company can deliver products to more than 20 million Americans located in markets throughout the United States within a single day. Eight of the top 25, and 12 of the fastest growing, markets will have been served. There are 240 daily non-stop flights in and out of El Paso's International Airport per day on five commercial airline carriers. Last year over three million passengers enplaned and deplaned at El Paso's International Airport. Sixteen airfreight companies, five railroads, and more than 40 trucking companies service El Paso. El Paso and Juárez are joined by three of the busiest international bridges in the world, with over 35 million people crossing each year.

Foreign Trade Zones

Foreign Trade Zones (FTZs) provide custom advantages to companies doing business at twin plants. Payment of import duties on merchandise kept in the zone can be deferred until it actually leaves the zone and enters the commerce of the United States. Goods produced in México can be brought into the FTZ duty free and sent directly offshore without having to pay U.S. Customs duties. El Paso has two free-trade zones and a third is in the works. The zones are quite active, with significant space absorption last year, which is leading to construction of additional speculative buildings.

Apparel

El Paso's apparel manufacturing is continues to be one of the largest industrial sectors with more than 18,000 employees. The expansion of Lee, Wrangler, and Sun Apparel added approximately 3,000 new jobs to the area in 1992/93.

Plastics

The plastics industry is representative of the new high-tech industrial development that is bringing higher wages and a larger tax base for local government. Employees in the plastics industry are receiving 15% higher wages than those paid by the apparel industry. From just two new plastic injection molding facilities, El Paso received more than $24 million in capital investment, 890 new jobs and more than $6,000,000 in new real property taxes annually.

El Paso Community College

El Paso Community College (EPCCCD) has contributed directly to the community in terms of educational and economic development. The College has played a role in attracting firms involved in international manufacturing and trade. The various activities of international trade and work force development have become important elements of EPCCCD's *Institute for Economic and Work force Development*. The *Institute* encompasses The Small Business Development Center, The Procurement Outreach Center, International Trade Studies, Customized Training, The Advanced Technology Center, and many other programs.

It is particularly important for the El Paso community to raise its educational attainment levels so that the area can attract new companies. Attracting new industry to El Paso is important for several reasons: (a) to increase area employment rates, (b) to provide higher paying jobs,

(c) to allow employees to increase their technical and academic skill levels, (d) to create a more marketable location for other companies, and (e) to increase the El Paso tax base.

The Northwest Center

El Paso Community College works closely with several agencies which strive to attract industries to El Paso. The Northwest Center of El Paso Community College is located near the Santa Teresa Industrial Park Foreign Trade Zone. Currently, there are only 14 licensed customs brokers in El Paso. The Center now offers the first Customs Brokers License Preparation program in the area. This program prepares students and other individuals to handle international business and trade transactions. The Center also offers a Warehouse & Distribution program, as well as programs in Pharmacy Technology, Nursing Assistant, Computers, Basic Skills & Literacy, and Developmental Services in English As a Second Language (ESOL). In addition, the Center offers Continuing Education courses and credit transferable core courses in math, science, history, English, political science, business, computer programs, accounting, and economics.

The Northwest Center at EPCCCD demonstrates not only the College District's commitment to area students, but its support of the community's economic growth and development. Without a doubt, NAFTA gives the community the opportunity to establish that growth. Some Fortune 500 companies will certainly relocate to the border in the near future to save manufacturing and transportation costs. Another advantage to locating along the border is that managers can live in the U.S. and cross daily into México to oversee Maquiladora operations. El Paso needs to prepare people to step in and be able to accomplish immediate results in these rapidly growing work environments and EPCCCD is uniquely able to play a key role in this endeavor.

PURPOSE OF SURVEY AND TYPE OF INSTRUMENT

As described, the Northwest Center of El Paso Community College is located less than one-half mile from the Santa Teresa International Port of Entry, a link in the new NAFTA Rocky Mountain Corridor which includes a small section of Texas, the State of New México, and extends north, into Canada. Even before the Center decided to do a needs assessment of its service area, it had initiated a curriculum designed to accommodate the educational requirements of its constituents by offering such specialized courses as ESOL and Materials Handling/Warehouse Operations. But, faculty and staff at the Center realized that more specific knowledge about the educational needs of the people who living and working in the Center's geographical service area was imperative for designing programs tailored to the aspirations of their potential clients. Items of interest to the Center included the following data about the area's population: age, ethnicity, gender, number of people in household, citizenship status, area of residence, educational attainment, occupation, income status, student financial assistance, educational goals and career interests, attendance plans and problems that might prevent people from attending El Paso Community College.

A survey was designed by the office of Information Technology and by a member of the Northwest Center faculty. The survey was disseminated in January 1995 in two ways: (a) 1,000 were mailed to residents of the western area of the City of El Paso, the northwest area of El Paso County, and to the southernmost section of Doña Ana County in New Mexico; and (b) nearly 1,300 surveys were administered by counselors to area high school seniors.

Among the five institutions whose students were surveyed was Coronado High School in West El Paso. One of the most affluent high schools in El Paso County, Coronado serves a large

number of students from upper middle/higher income families. However, a substantial portion of the student body comes from lower/poverty income level families living in area housing projects. A total of 650 surveys was distributed to seniors s at Coronado High School.

Cañutillo High School is located in the farming and rural area of northwest El Paso County. Families of the Cañutillo School District are generally categorized as having low to lower middle class incomes. A total of 210 surveys was distributed to Cañutillo seniors.

Anthony High School is located on the furthermost tip of west Texas. It is a very small school with a graduating class of 35 to whom surveys were distributed.

Gadsden High School is located in southern Doña Ana County, New Mexico and serves a predominantly rural and farming population. A total of 300 surveys was distributed there.

Finally, a total of 150 surveys was distributed at Santa Teresa High School, which is located very close to the new Santa Teresa International Port of Entry and serves students residing in the Sunland Park/Anapra and Santa Teresa Country Club areas of New Mexico. There is a broad disparity of income levels among students at this high school.

It was also deemed important to survey the general population of the Northwest Center's service area. Respondents from this group were randomly selected by ZIP codes located in west El Paso; northwest El Paso County, Texas; and southern Doña Ana County, New Mexico. A total of 1,000 surveys were mailed. Each survey was printed with a return address on the back; but, no return postage was provided. Residents of the area also run the gamut of income levels, with greater numbers at the lower extremes of the income spectrum. A copy of the Northwest Center Needs Assessment Survey is attached to this paper for reference.

PRELIMINARY SURVEY RESULTS

Sample Population Demographics

Respondents were found to be divided into two main categories, those identified as high school seniors (853, 82.5%), and those who were contained in the general population of northwest El Paso County, Texas and southern Doña Ana County, New Mexico (181, 17.5%).

High school seniors were further split by specific high school attended. Coronado High School, which was the only high school surveyed that is located within the City of El Paso, accounted for 380 student respondents (44.5% of all high school students surveyed). Other survey participants came from the Texas high schools of Anthony (29 students, 3.4%) and Cañutillo (118, 13.8%). Participating New Mexico high schools consisted of Gadsden (184, 21.6%) and Santa Teresa (142, 16.6% of all high school student respondents).

Residents of the City of El Paso made up 26.6% (271) of all respondents, while El Paso County residents consisted of 38.2% (387), and the remainder of respondents (358, 35.2%) resided in the State of New Mexico.

As expected, a majority (817, 79.8%) of survey respondents was 18 years of age or younger. There was another 10.6% (109) who were between 19 and 25 years of age, for a total of 90.4% of respondents (926) under 26 years of age. This left just 9.6% (98) of all respondents who were over 25 years old. Although the majority of students responding to the 1995 Northwest Center Needs Assessment Survey were high school seniors, historical data concerning enrollment reveals that the average age of students attending El Paso Community College is 28, which is slightly over the national average age of 27 for community college enrollees.

Hispanics made up 71.8% (732) of respondents; white, non-Hispanics consisted of 14.9% (152); African-Americans numbered 1.2% (12); and American Indians 1.0% (10), Asian, Pacific Islanders 1.9% (20), and Other 9.0% (93) composed the balance of those surveyed. Of the 1,022 who responded to the question about gender, 535 (51.7%) were female, while 487 (47.1%) were male. This configuration differs slightly from the demographic makeup of the Greater El Paso population, in general.

Because of El Paso's location on the Mexican border, a necessary interest is taken in the citizenship status of people in the community and of those individuals being served by all levels of the area's educational systems. U.S. citizens made up the majority of survey participants (820, 82.4%), while resident aliens were 14.6% (145) of the total. *'Other'* was selected by 30 respondents (2.9%), and another 39 (3.8%) declined to answer, making a total of 69 (6.7%) individuals who did not state their citizenship status.

Of those who responded when asked where they lived, 26.6% (271) lived in the City of El Paso, while 38.2% (389) resided in other El Paso County communities. The remaining 35.2% (358) were residents of the State of New Mexico.

When queried about the highest level of education attained, a majority of all respondents (809, 79.7%), stated that they were either high school seniors, had graduated from high school, or had attained a GED. There were 122 participants (12.0%) who stated that they either had obtained no formal education or had gained an education that was below high school level. Just 12 respondents stated that they had attended a trade school (1.2%), while 72 (7.1%) had attained at least some college or beyond.

The majority of respondents (475, 55.5%) reported a total annual family income of $20,000 or less, while the mean number of persons per household was 4.6. There were 262 (30.6%) who stated that their families earned a total of $10,000 or less annually. Another 106 reported family incomes between $5,000 and $10,000. Family incomes of between $10,000 and $15,000 were disclosed by 112 (13.1%) respondents, while 101 (11.8%) stated that their family incomes ranged between $15,000 and $20,000 a year. Total annual family incomes of between $20,000 and $35,000 were reported by 132 (15.4%), while 251 (29.3%) divulged annual family incomes of over $35,000.

Perceived Goals and Requirements

When asked whether or not they were interested in obtaining any form of financial aid to help pay for a college education, a majority of participants reported their possible intent to pursue some form of federal, state, or private grant (574, 55.4%). Another 462 (44.7%) revealed that they would likely apply for a student loan, while 131 (12.7%) felt parent loans would be worth pursuing. An additional 4.3% (44) reported that they were eligible for veteran's benefits and would seek that form of financial aid in order to pay for their postsecondary education.

Given a choice of possible primary goals and objectives that might be pursued at El Paso Community College's Northwest Center, 535 (51.7%) respondents revealed their intent to obtain some type of college degree, while another 307 (29.7%) intended to continue their formal education. There were 292 (28.2%) who stated that personal interests would be their primary objective in attending the Center. The fourth most reported response was to obtain new job skills (235, 22.7%), while 93 (9.0%) said that they wished to improve their current job status. Furthermore, 9.5% (98) expressed a wish to master basic academic skills, while another 5.2%

(54) wanted to learn English. There were 23 participants (2.2%) who stated that they wished to obtain a GED through the community college.

Those interested in pursuing higher education at El Paso Community College were asked to determine two primary disciplines they wished to study. Every major offered at the college was selected by at least one respondent. Table I shows the ten most popular majors selected by individuals who answered this question.

TABLE I

El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Major Program Interests

Rank Order of Major Program Interests	First Major Choice (N=795)	Second Major Choice (N=340)	Combined Total
Computer & Information Svcs.	137 (17.2%)	31 (9.1%)	168 (26.3%)
Health Occupations	101 (12.7%)	41 (12.1%)	142 (24.8%)
Health Related Activities	93 (11.7%)	32 (9.4%)	125 (21.1%)
Education	68 (8.6%)	27 (7.9%)	95 (16.5%)
Business Occupations	63 (7.9%)	26 (7.6%)	89 (15.5%)
Law	54 (6.8%)	24 (7.1%)	78 (13.9%)
Liberal & General Studies	41 (5.2%)	26 (7.6%)	67 (12.8%)
Engineering	32 (4.0%)	12 (3.5%)	44 (7.5%)
Engineering & Engineering Tech.	17 (2.1%)	12 (3.5%)	29 (5.6%)
Psychology	22 (2.8%)	9 (2.6%)	31 (5.4%)

Source: El Paso Community College 1995 Northwest Center Needs Assessment Survey

Participants were also asked to name specific classes that they would like to see offered at the Northwest Center. Nursing and other Health Occupation courses (108, 28.9%), as well as computer oriented courses (92, (24.4%) were the most popular, followed by classes in law (88, 22.9%) and business occupations (69, 20.6%). Other frequently selected majors included the fields of education (51,14.0%); engineering (51,13.9%); consumer, personal, and related services (47, 13.3%); health related activities (49, 13.1%); liberal and general studies (32, 8.7%); and psychology (31, 7.7%).

When asked in which semester they expected to enroll at the Northwest Center, the fall 1995 term was that selected by 429 (41.5%), distantly followed by summer 1995 (157,15.2%) and spring 1995 (132, 12.8% of respondents). There were 260 (25.1%) who stated that they planned to enter college later than fall 1995.

When queried about the time of day and/or week that they would prefer to attend classes, a majority of respondents (670, 64.8%) said that they prefer morning classes compared to 215 (20.8%) who selected afternoon classes. Evening classes were less appealing, with 106 (10.3%) of those surveyed choosing that time period. Only 61 respondents (6.9%) picked weekends as their optimal choice for attending class.

The final question of the survey asked participants to designate problems that could hinder their enrollment at the College. A list of potential problems was given, with a request that respondents specify any ***'other'*** problems that might prevent their attending college. Although it was selected second only to lack of money, not one of the 248 respondents who designated the latter as his/her answer (24.0%) noted what the ***'other'*** problems were. Lack of money was revealed as a potential problem by 501 respondents (48.5%); lack of transportation was chosen by

241 (23.3%); and time restraints was the choice of 161 (15.6%). There were 134 (13.0%) who felt that college would conflict with a present job. Child care problems were paramount for 72 (7.0%); lack of family support was a hindrance to 63 (6.1%). Lack of academic skills was seen as a problem by 64 (6.2%), while limited English proficiency was a problem for 47 (4.5%).

CONCLUSION

El Paso Community College, in a coordinated effort with community business and political leaders is making positive strides toward successfully moving the El Paso/Juárez interplex into the 21st. century.

District diversity is unique in that it is a microcosm of the projected future make-up of Texas and of the United States as a whole. Women, minorities, and immigrants are even now becoming a major part of the area work force, and in fact, through the establishment and growth of their own minority business enterprises, a vital part of the area economy, . This diverse population has even markedly distinct and varied educational and training needs that must be met in the immediate future. The College, cognizant of the diverse nature of the El Paso peoples, is strive to meet those needs. The establishment of the Northwest Center in a rapidly expanding industrial corridor, as well as the Center's efforts to identify and project future students' aspirations are major steps in this endeavor. The on-going study initiated by the survey discussed herein will help the college focus on developing a curriculum specific to the interests expressed by the institution's future constituents.

Passage of NAFTA has also aided the College by highlighting the necessity to reevaluate educational and training programs, facilities, and equipment in order that essential divisions and departments may be enhanced to meet demands of industry and business as well as those of

individuals. Preliminary findings from the Northwest Center Needs Survey indicate that the Center is offering the types of courses and programs of interest to area residents. As shown by the number of respondents who indicated a desire to attend the Center, further expansion and growth in facilities, equipment, class offerings, faculty, and staff will be necessary to meet projected demands.

Because of the interest shown by this one area of El Paso and Doña Ana Counties, a follow-up survey covering the entire service area should be disseminated. This second survey of the area can provide a broader picture of where the constituents of EPCCCD feel the institution as a whole should focus its future development and growth.

EL PASO COMMUNITY COLLEGE NORTHWEST CENTER

COMMUNITY SURVEY

1. **Age:**

17-18	____	36-45	____
19-22	____	46-55	____
23-25	____	56-64	____
26-35	____	65-over	____

2. **Ethnicity:**

Hispanic	____	American Indian	____
White, Non-Hispanic	____	Asian	____
Black	____	Other (specify)	_____

3. **Gender:** Male ____ Female ____

4. **Number of people in household:** _____

5. **Citizenship Status:** U.S. Citizen ____ U.S. Resident ____ Other ____

6. **Area of Residence:**

Anthony, TX	____	Country Club Area	____
Canutillo	____	Upper Valley	____
Westway	____	Santa Teresa	____
Vinton	____	Sunland Park/Anapra	____
Coronado	____	Anthony, NM	____
Farm Areas	____	Other (specify)	_____

7. **Educational Attainment:**
(check highest grade level completed)

No Formal Education	____	Trade School	____
Elementary	____	Junior/Community College	____
Junior High	____	College/University	____
GED	____	Graduate School	____
High School	____		

8. **Occupation:** _____
(please write in)

9. **Income Status:** (Please enter total family income)

0-$5,000	____	$15,001-$20,000	____
$5,001-$10,000	____	$20,001-$35,000	____
$10,001-$15,000	____	more than $35,000	____

10. **Student Financial Assistance:**
What type(s) of financial assistance are you interested in?

Grants	____	Veterans Educational Benefits	____
Student Loans	____	None	____
Parent Loans	____		

11. **Educational Goals/Career Interest: (Reasons for attending Northwest Center)**
(please check all that apply)

To Learn English	____	To Obtain a Degree	____
To Complete GED	____	Transferable Courses	____
To Learn Basic		Improve Current Job Status	____
Academic Skills	____	To Continue Formal Education	____
To Learn New Job Skills	____	To Explore Areas of Personal Interest	____

12. **Please list specific major or career goals that you might be interested in at NWC:** (Warehousing, Pharmacy Tech, Nursing Assistant/Home Health Aide, Computer Programs, Basic Literacy Programs, Developmental Education, Customs Brokers, Credit Courses and Continuing Education Courses)

Desired Major or career goal _____
Other _____

13. **Please list courses of career choices that you would like to see offered at the Northwest Center.**

A	_____	C	_____
B	_____	D	_____

14. **Attendance Plans:** (Please check when you might attend)

Spring 1995	____	Fall 1995	____
Summer 1995	____	Later	____

15. **I would like to attend during:**

Morning	____	Night	____
Afternoon	____	Weekend	____

16. **What problems might keep you from attending classes at the Northwest Center?**
(check all that apply)

Lack of Money	____	Conflict With Present Job	____
Lack of Time	____	Lack of Basic Academic Skills	____
Transportation	____	Lack of English Skills	____
Child-care	____	Lack of Family Encouragement	____
		Other	____

Thank you very much for your participation in completing this survey. Your efforts will result in the provision of better services for those people who wish to attend the El Paso Community College Northwest Center. Please re-fold the survey with Business Reply to the outside and drop in any mail box. And if you would like to visit or receive information on the Northwest Center, please call the following telephone number: (915) 877-4811

El Paso County Community College District does not discriminate on the basis of race, color, national origin, religion, gender, age or disability.

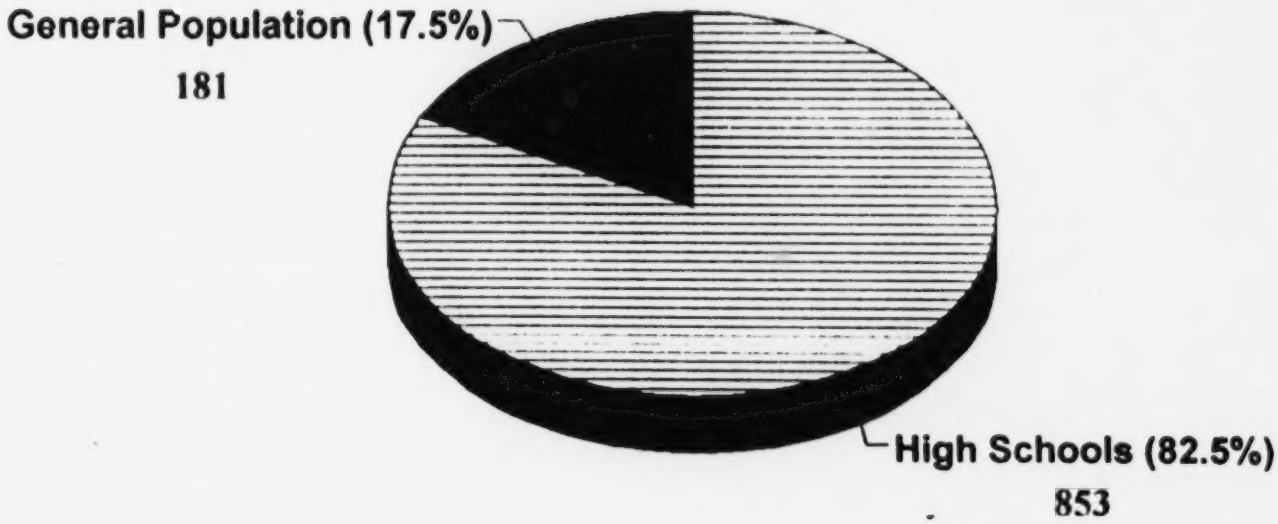
BEST COPY AVAILABLE

INDUSTRIES IDENTIFIED AS SIGNIFICANTLY IMPACTED BY NAFTA		
SIC CODE	**INDUSTRY TITLE**	**TASK FORCE TERMINOLOGY**
16	HEAVY CONSTRUCTION OTHER THAN BUILDING CONSTRUCTION-CONTRACTORS	WATER TREATMENT PLANT CONSTRUCTION
20	FOOD AND KINDRED PRODUCTS	FOOD PROCESSING
23	APPAREL AND OTHER FINISHED PRODUCTS MADE FROM FABRICS AND SIMILAR MATERIALS	FINISHED CLOTHING PRODUCTS
37	TRANSPORTATION EQUIPMENT	AUTOMOTIVE TECHNOLOGY
42	MOTOR FREIGHT TRANSPORTATION AND WAREHOUSING	WAREHOUSING AND DISTRIBUTION LOCAL AND LONG RANGE TRUCKING TRANSPORTATION OF WASTE
47	TRANSPORTATION SERVICES	CUSTOM BROKER'
51	WHOLESALE TRADE - NONDURABLE GOODS	FOOD SUPPLIERS
58	EATING AND DRINKING PLACES	RESTAURANT SERVICES (SELLING)
73	BUSINESS SERVICES	"BILINGUAL" SECRETARIAL SERVICE TRANSLATION SERVICES "BILINGUAL" SALES REPRESENTATIVE' PURCHASING AGENT'
80	HEALTH SERVICES	MEDICAL SERVICES
87	ENGINEERING, ACCOUNTING, RESEARCH, MANAGEMENT, AND RELATED SERVICES	CIVIL ENGINEERING' COST ACCOUNTING MANAGEMENT INFORMATION SYSTEM MARKETING ISO 9000 AUDITOR' RESEARCH AND DEVELOPMENT UNDERWRITER LAB. INSPECTOR' ENVIRONMENTAL SERVICES HAZARDOUS WASTE HANDLER' WASTE MATERIAL HANDLER'
NCA		CULTURAL AWARENESS

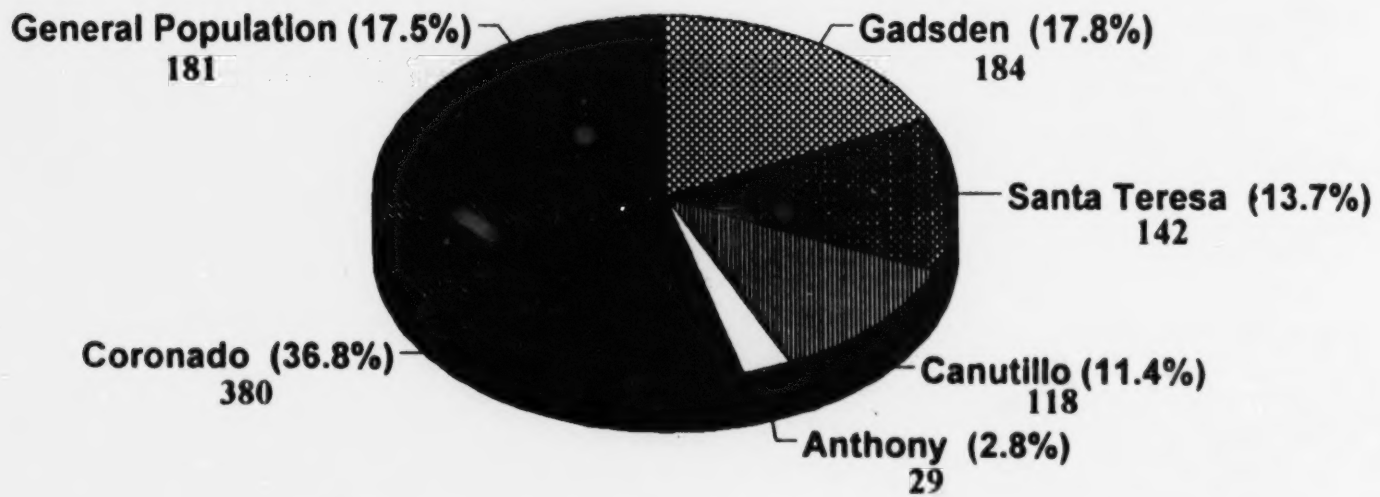
' = Is considered an occupation.
NCA = "No Code Assigned"

Northwest Center: 1995 Needs Assessment Survey

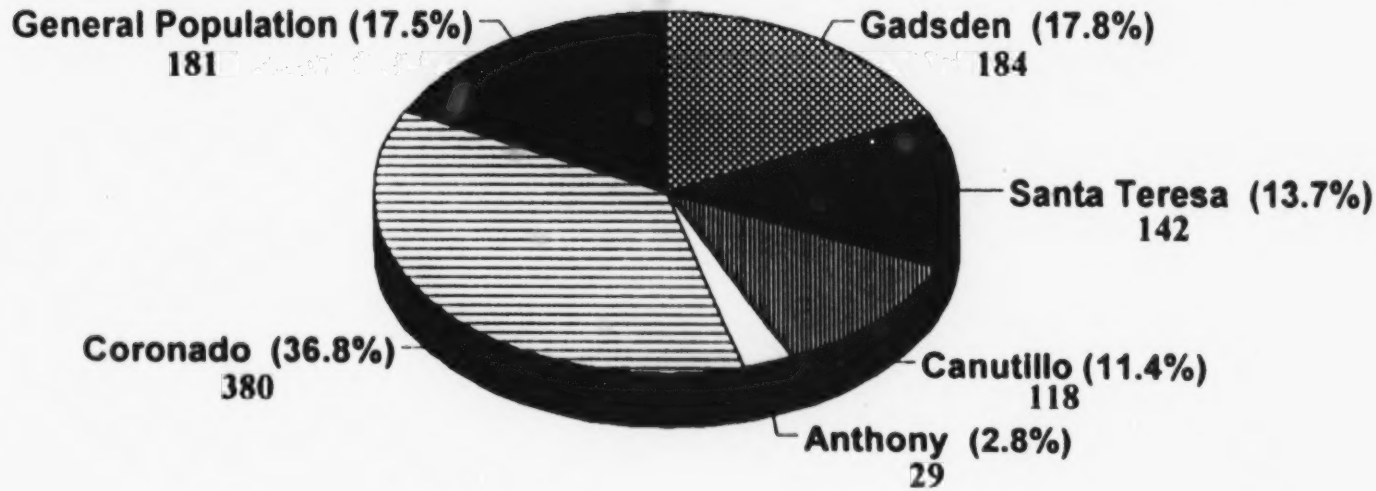
Population Group Type



El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Population Group

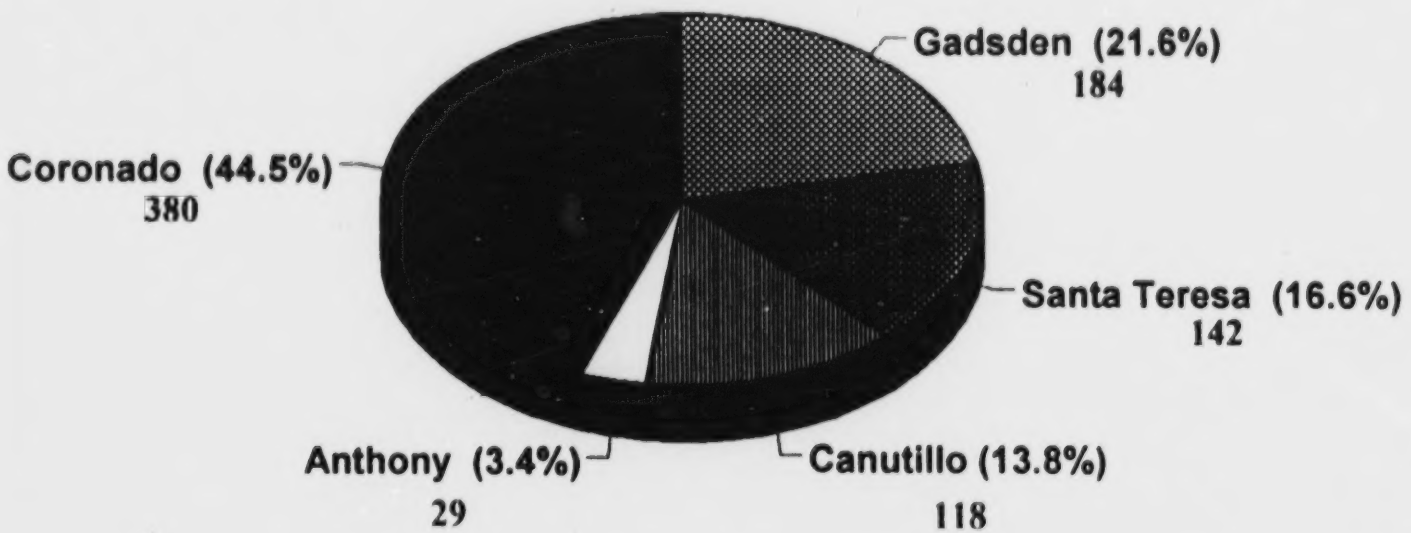


El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Population Group



El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
High Schools

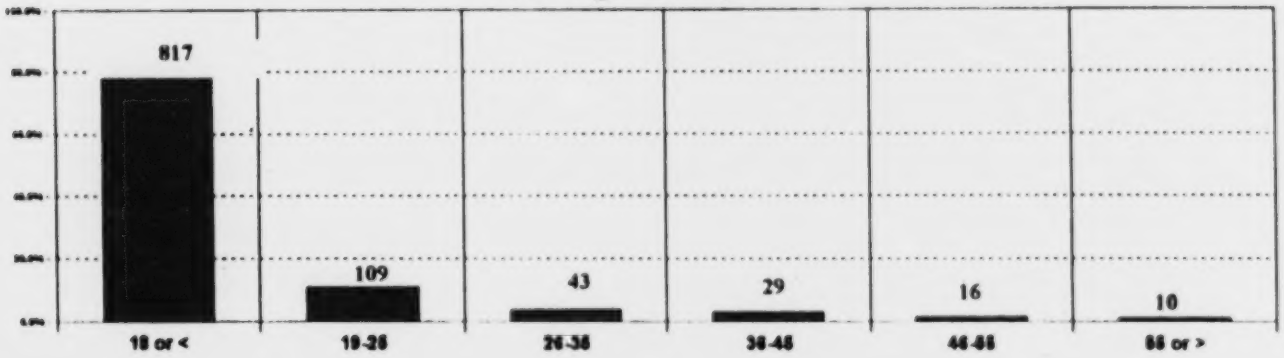
High Schools: N=853 (82.5% of Total)



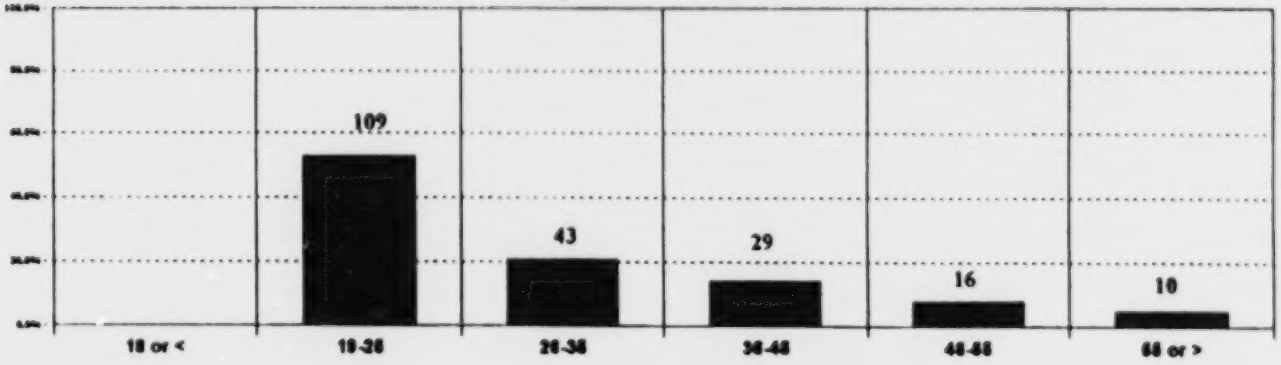
El Paso Community College
Northwest Center: 1995 Needs Assessment Survey

Age Category

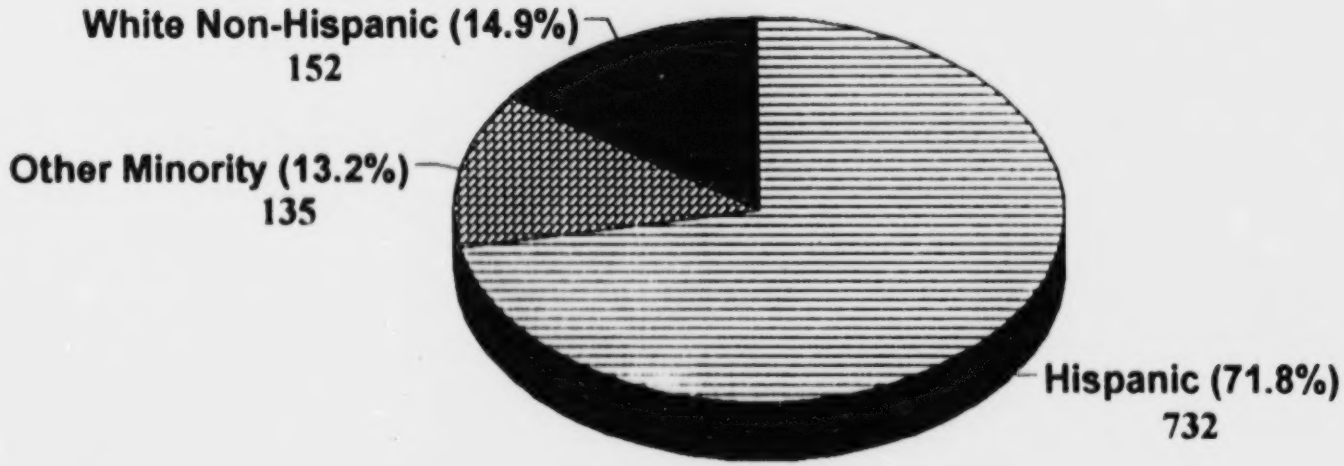
All Age Groups



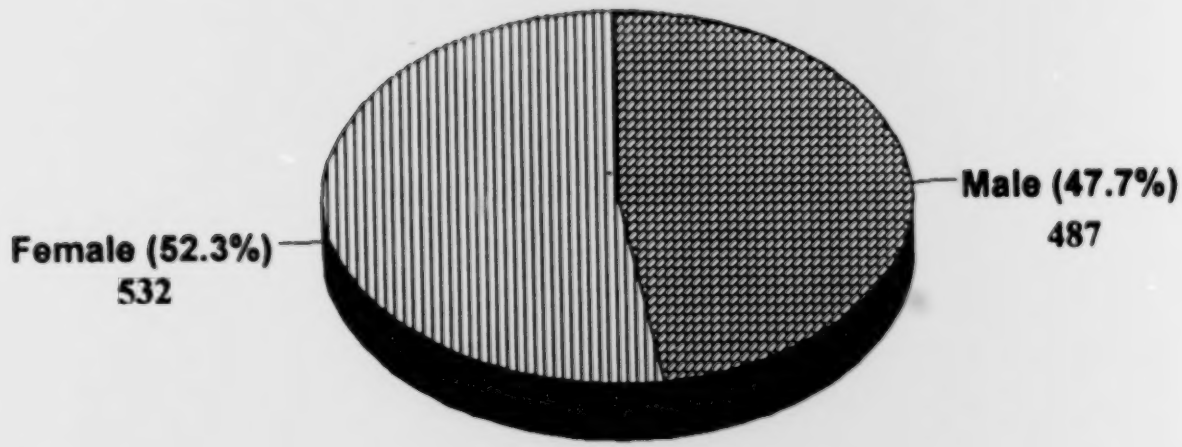
Ages 19 & Up



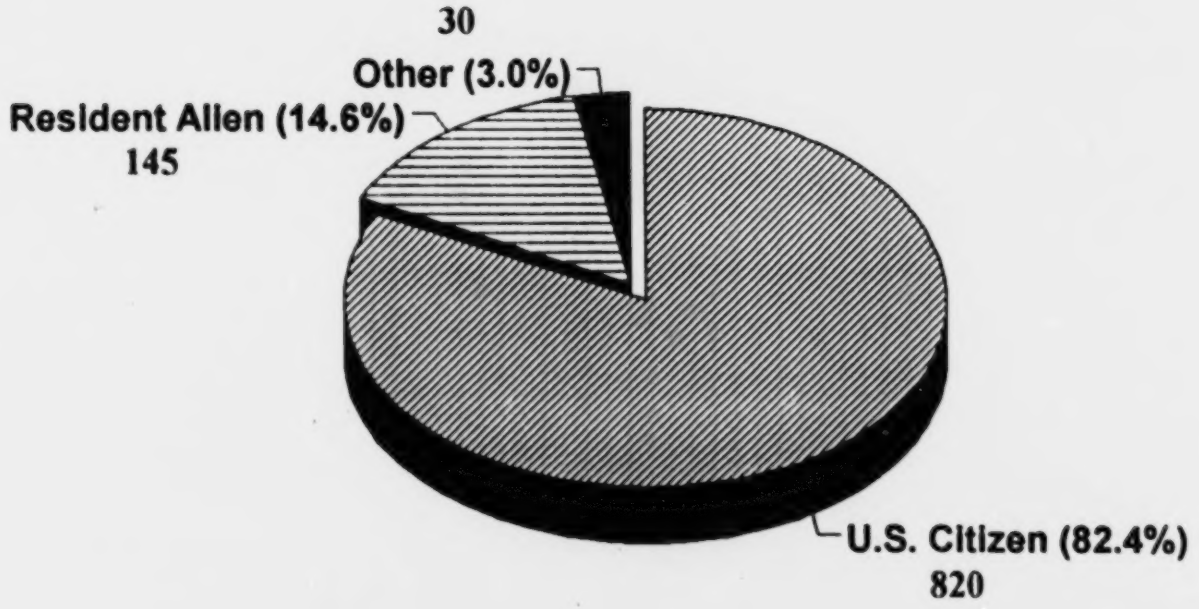
El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Ethnicity



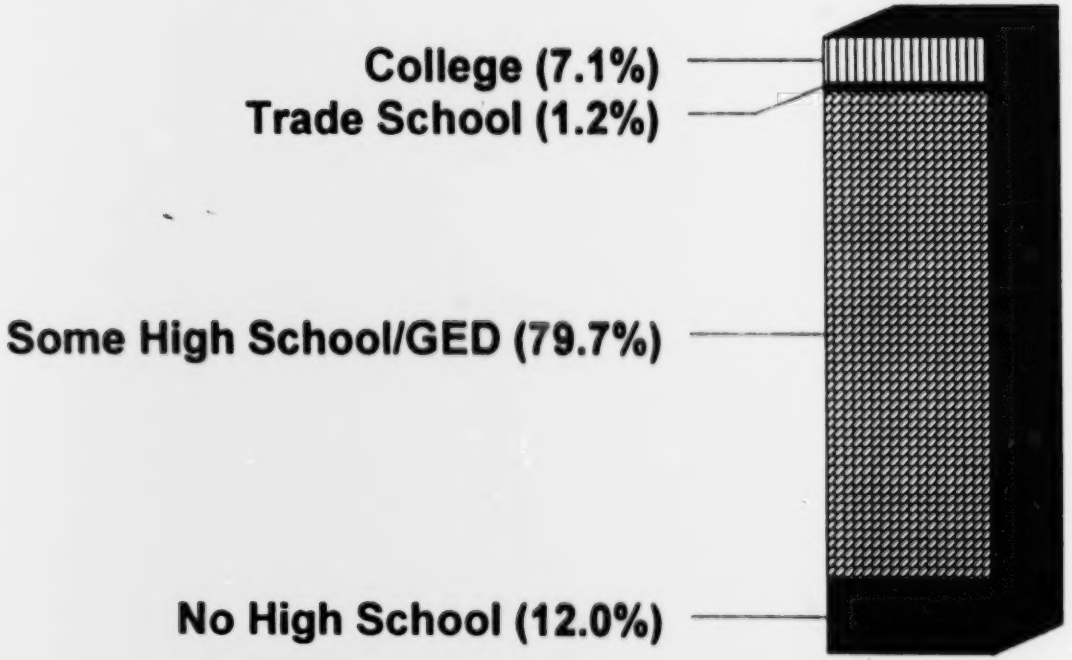
El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Gender



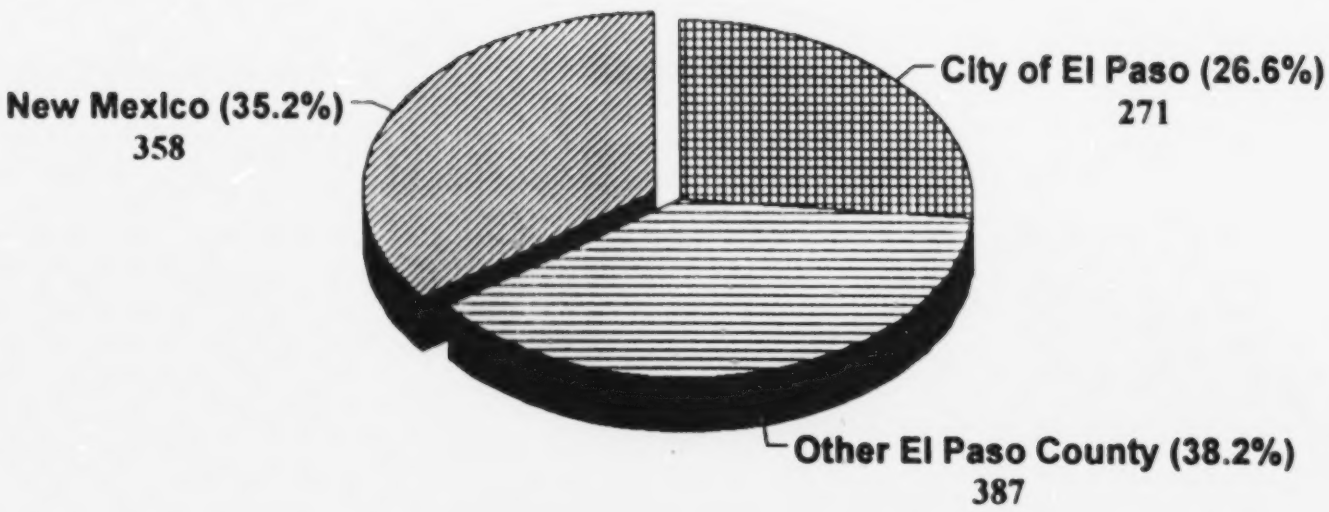
El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Citizenship Status



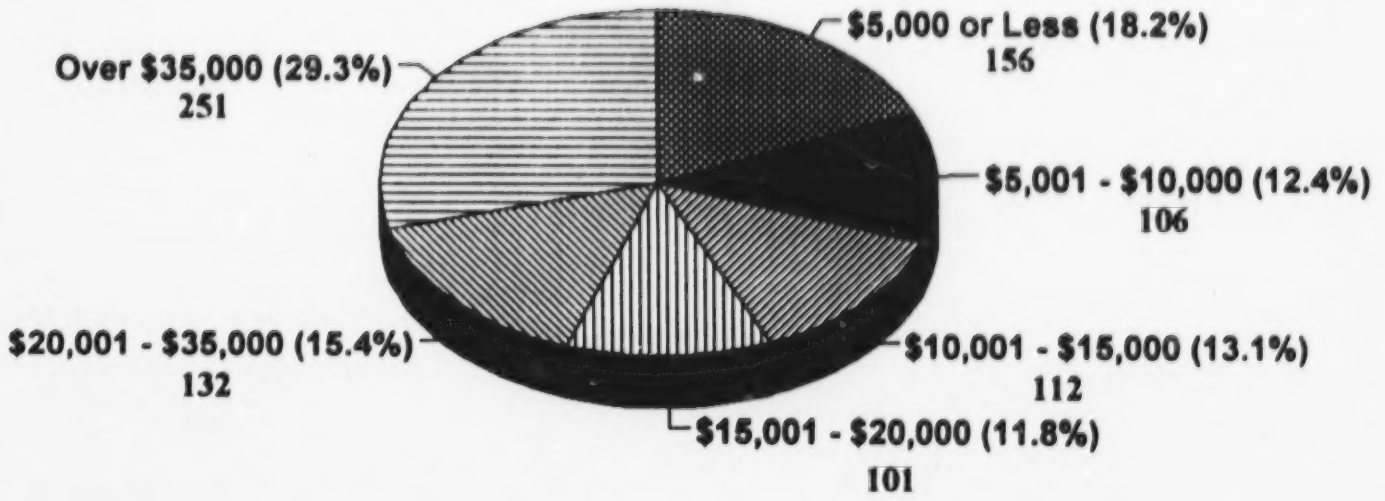
El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Highest Level of Education Attained



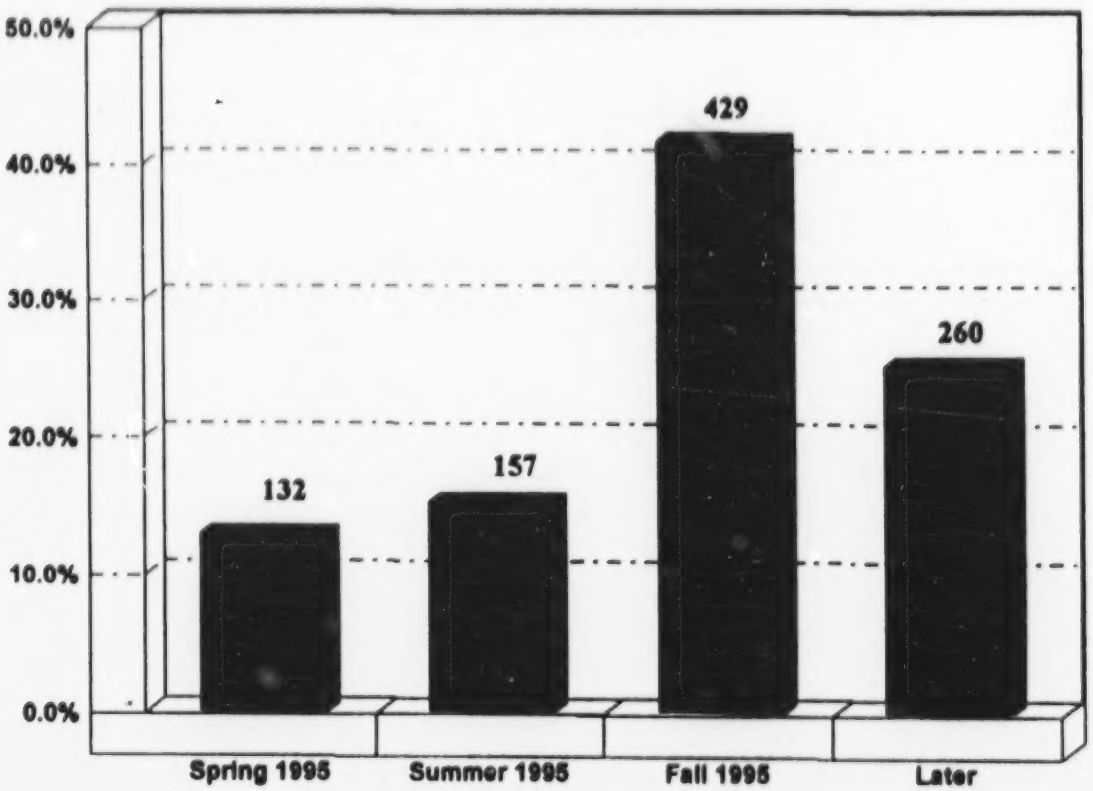
El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Area of Residence



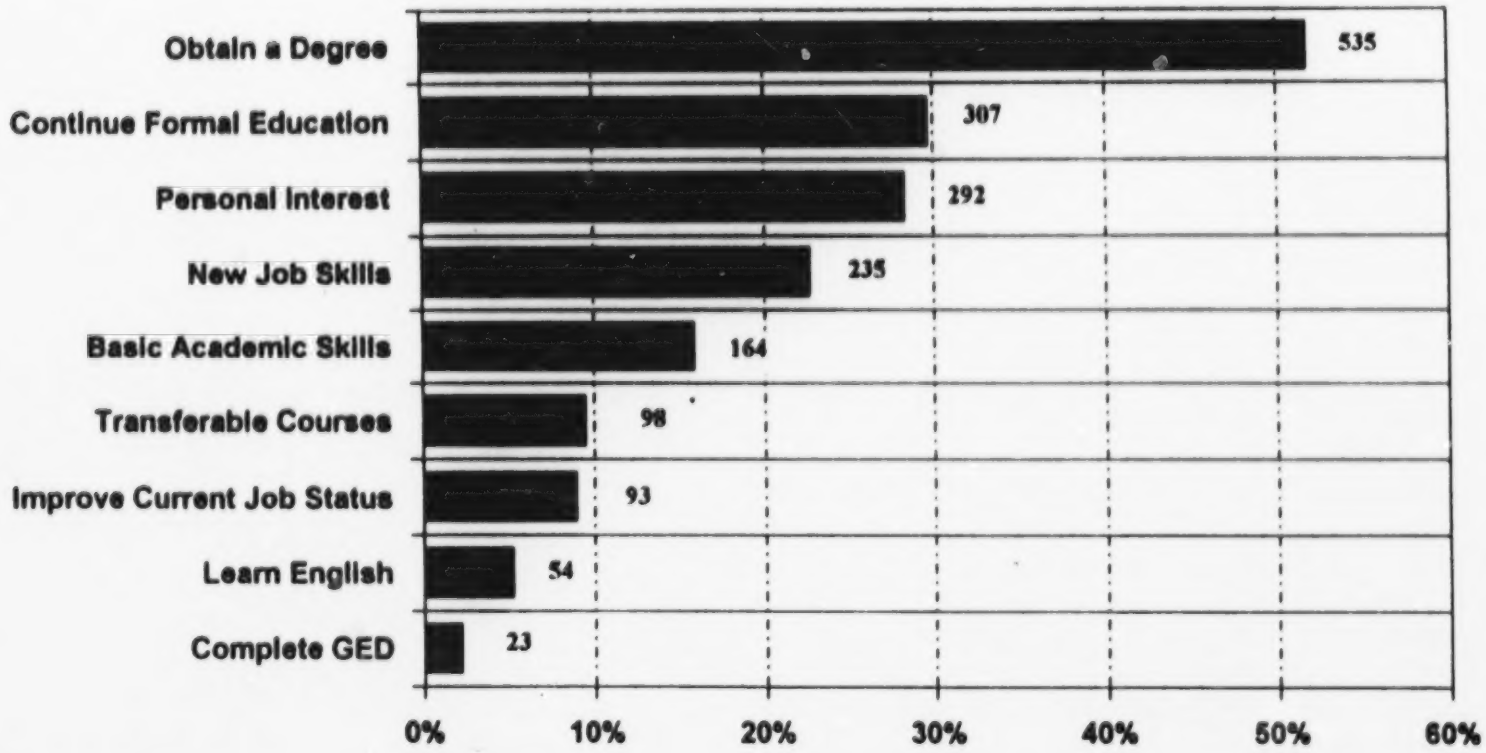
El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Total Family Income



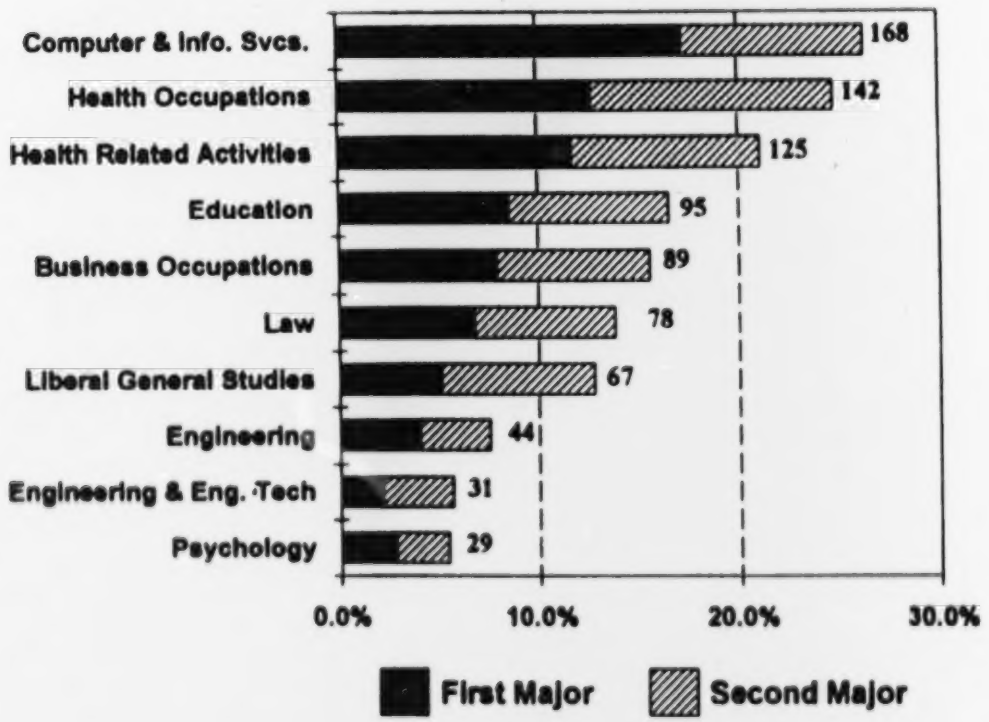
El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
First Term Expected to Enroll at EPCCCD



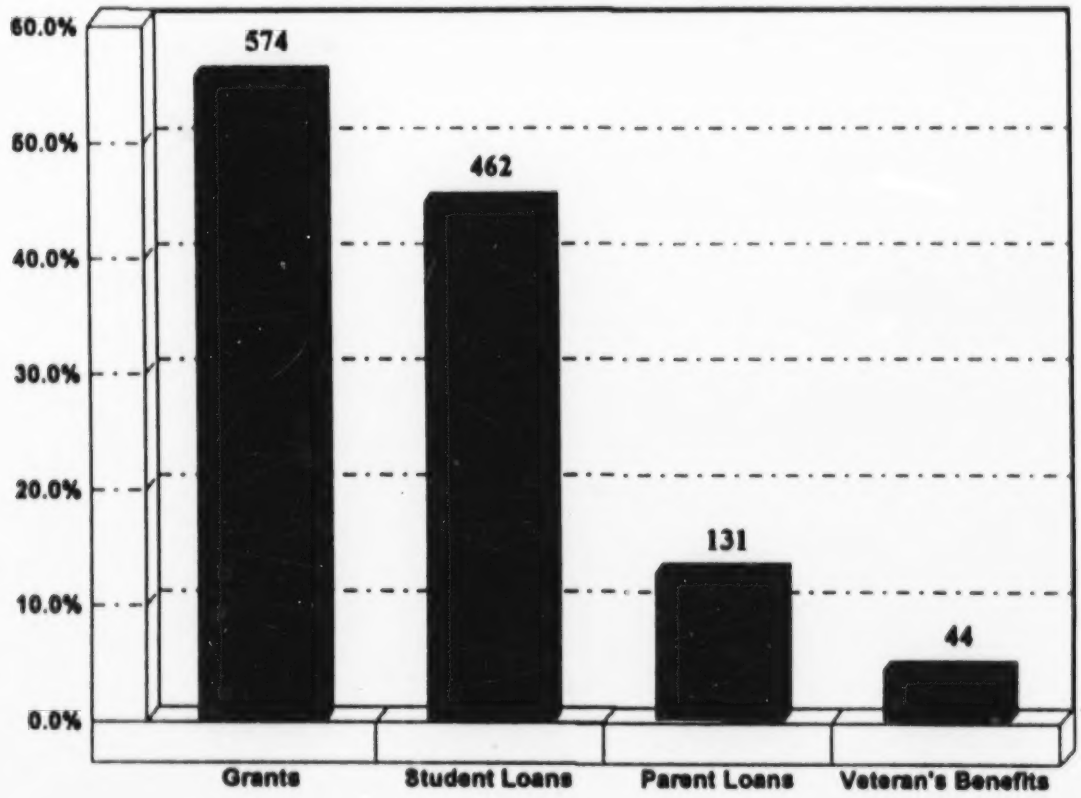
El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Higher Education Goals & Objectives



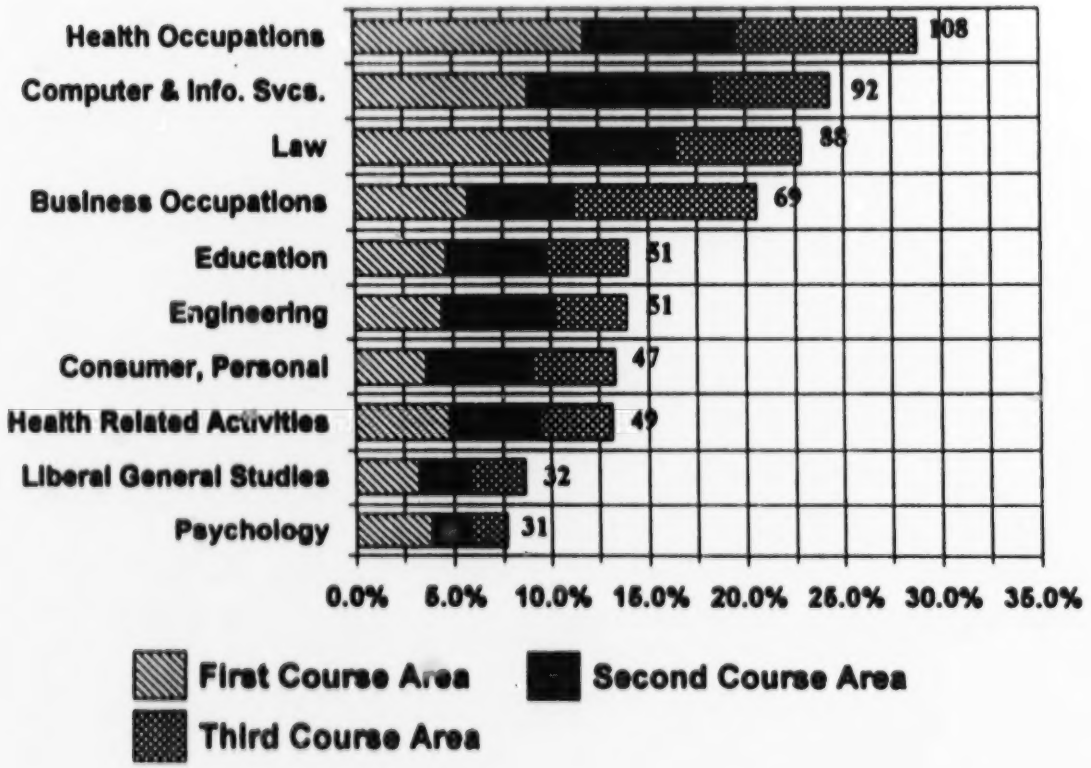
El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Major Program Interests



El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Financial Aid Interests



El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Course Interests by Major Areas



El Paso Community College
Northwest Center: 1995 Needs Assessment Survey
Problems Hindering College Attendance